

VERMONT TOBACCO EVALUATION AND REVIEW BOARD
BOARD MEETING

Wednesday, October 7, 2015

3:00 p.m. – 5:00 p.m.

Department of Liquor Control, Montpelier

Minutes

Members attending: Amy Brewer, Rhonda Williams, Sruthi Sakamuri, Matt Shear, Bob Uerz, Helen Wagner, Alexi Potter, Representative Bill Frank, Bill Goggins (by phone), Scott Connolly (by phone)

Meeting called to order at 3:01pm

Approval of August 5 and September 2, 2015 Minutes

Helen asked for typo changes found toward the end of the August 5 minutes: Sentence beginning with, "Matt shared..." should read, "that" and the word "This" should not be capitalized. Bill Goggins made motion to approve August 5, 2015 minutes as amended. Alexi seconded. All voted in favor. Motion passed. Alexi moved to approve Sept 2, 2015 minutes, Sruthi seconded. Voting in favor: Amy, Rhonda, Sruthi, Matt, Bob, Alexi, Bill G, Scott. None opposed. Helen abstained.

Public Comment

none

Announcements

Public input meetings are underway. First meeting was held September 29th and there was a good turnout of about 18 at the start of the meeting, and 10 by the end of the meeting. Next public input meeting is on October 28th.

Kate is working with a K-12 educator and the Governor's office to fill open seat.

Rhonda shared that the recent mental health conference included a presentation around tobacco use. Reimbursement around integrating wellness into treatment doesn't align well. Flexible funding is necessary for reimbursement schedule.

Rhonda shared her praise for the AOE grantee kick-off (held on Sept 29th). The sessions addressed professional development and implementation discussions around all six strategies identified in the AOE grant opportunity.

Rhonda noted that she is seeing a lot of movement around integration of tobacco into conferences and meetings held around the state.

FY16 Evaluation Discussion

Alexi shared an overview of the last two evaluation committee meetings that pertain to conducting an evaluation of the Counter Balance initiative, intended to drive policy change. October's evaluation meeting included brainstorming evaluation questions around three themes: implementation, product utilization, and using data to advance policy improvements.

Rhonda made motion that Counter Balance be the primary focus of evaluation for FY16 to be conducted by RTI. Sruthi seconded. Members voting in favor: Amy, Rhonda, Sruthi, Matt, Bob, Alexi, Bill Frank, Bill Goggins, Scott. Opposed: none. Abstaining: Helen.

VTERB priority recommendations to Legislature

The Coalition for a Tobacco-Free Vermont met this week (Monday October 5) and talked about legislative priorities. There is no final agreement from the coalition as to their priorities at this time.

In looking at VTERB's priority recommendations to the Legislature from the 2015 annual report and considering changes and new priorities for the 2016 annual report, Matt would like the word "youth" and "prevention" to appear in our policy priorities. Helen shared that at this point AGO has not established new legislative priorities for 2016. Bill Frank shared that it is important to have a position on policies and recommends that we prioritize what we want to push the legislature to get done in 2016. Alexi brought up a question about how we prioritize.

Rhonda reminded members that pertaining to e-cigarette use, on an individual basis they may be helpful in reducing cigarette use, but at the population level they serve to weaken social norms. This means that addressing clean air laws to include e-cigarettes can have an impact on norms.

Bob shared that because we are science- and research-driven, there is no research that indicates that e-cigarettes are useful for cessation and the FDA has not approved e-cigarettes as cessation devices. He would like the Board to get behind this message sharing it at every opportunity.

Amy reminded us that as a board we've never discussed the Board's position on the following:

- Increasing the legal smoking age to 21 years old. The Institute of Medicine has studied the efficacy of raising the legal age, but Alexi would like to see more data.
- Banning flavors in cigarillos, e-cigarettes and other tobacco products
- Banning cigarette sales in pharmacies
- Banning the sale of single tobacco products (such as cigarillos).

The Board should come to consensus as to whether we support each bill addressing the above actions if and when they are addressed in the Legislature. Bob suggested that we add to our current priorities a 6th recommendation worded something like, "recommend legislative action that supports policies and practices which serve to reduce or delay the onset of initiation of tobacco use by youth." This statement would include, but not be limited to, support for the above individual actions. Amy asked agency member representatives to bring this draft Board position to their agency leadership to discuss whether they could support it.

Members asked for links to documentation provided by the [Public Health and Tobacco Policy Center](#). Click [here](#) for the *POS Toolkit* and [here](#) for *The Legal Landscape: Vermont's Tobacco Control Laws*.

Members also asked for the link to the [Tobacco Control Legal Consortium](#) of the Public Health Law Center which has many current resources on numerous topics including: e-cigarettes, MSA, marketing, federal regulation, preemption, retail environment and licensure, taxation, product pricing, sales restrictions, etc. Click [here](#).

Annual legislative report structure and content

Ideas for structure and content of 2016 VTERB annual report:

- The main focus of the annual report should be up front and center. Then we can flesh out the full contents.
- The executive summary is useful to have at the beginning.
- Make it more graphic and less text heavy.
- Structure it around our goals and use info-graphics – use graphs from RTI report.
- Add YRBS data that shows regional and geographic disparities.
- Include map that shows whether we met our goals, where we met our goals, etc.
- Keep the RTI report separate.
- We want the first thing legislators see to be an exec summary with talking points around the legislation priorities, versus exec summary of our comprehensive program.
- Maybe we don't need pages 7-9, but instead add what the state is grappling with and how tobacco control impacts those issues. Highlight the TCP's contribution as part of the equation as the state seeks to reduce health care costs.

Action: Helen will send Kate the updated settlement payments.

Bylaws discussion

Board members prefer drafting a procedures manual or guidelines versus by-laws. Matt mentioned that we could add a regular/recurring agenda item for procedures/operations if needed. Kate will draft operational procedures for next meeting.

Data and other presentations from agencies/guests

What does the Board want to see presented to educate members at future meetings? For example the Counter Tools presentation (done in September), the offer from Matt to present on Tobacco-Free UVM efforts and survey results, YRBS 2015 results, etc. Sruthi would like each month to include news updates, recent studies, etc. Build agency/data presentations at each meeting. Rhonda would like to see us take a goal and each work to present how our work contributes to each goal. Helen is willing to present arbitration, MSA payments, legal actions the AGO's office has taken recently, letters they've signed.

Bob shared AOE grant changes for 2017, which has been approved by the Secretary of Education. This new approach is more targeted, will rank SU/SD's based upon new criteria: highest tobacco-use rates, poverty measures, and readiness for progress. This new grant opportunity will competitively fund fewer SD/SUs than under the current structure (approximately 16-18).

Other Business/Information

Matt shared that on social media he's noticing cigarette smoking is becoming sexy again. He mentioned the new Dior ads ("Dior Addict") which use lipstick to represent smoking (vaping?). Amy shared highlights from the Koop conference. There is an emerging vape culture that includes happenings like vaping "x- games."

Meeting adjourned: 4:50pm

Next meeting: Wednesday, November 4, 2015
Vermont Department of Liquor Control, Montpelier
3:00-5:00pm